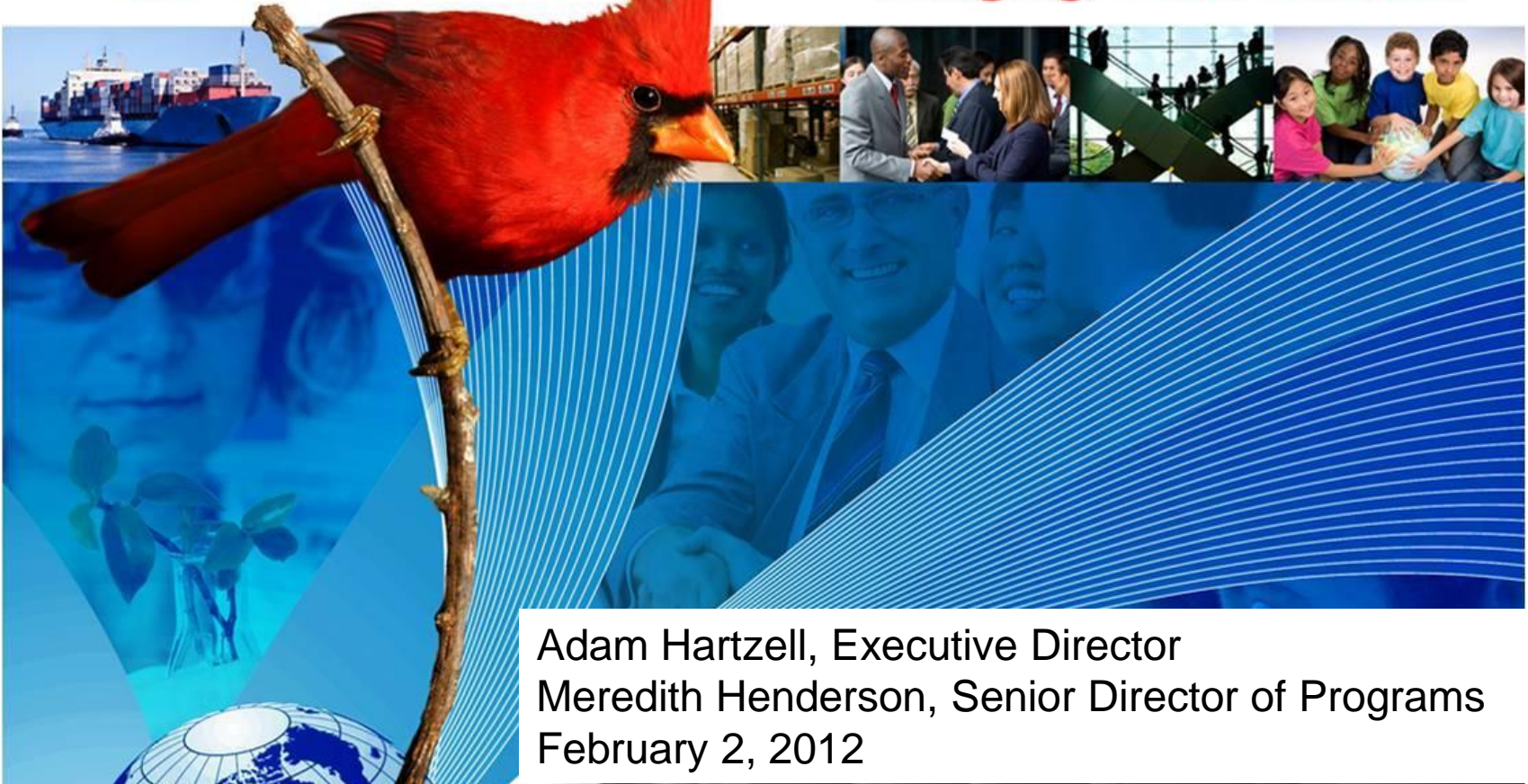




THE CENTER *for*
INTERNATIONAL
UNDERSTANDING
The University of North Carolina

Engaging North Carolina to **Engage the World**



Adam Hartzell, Executive Director
Meredith Henderson, Senior Director of Programs
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North Carolina and Global Engagement

Center for International Understanding

- ▶ North Carolina: the most globally engaged state in the nation



UNC Tomorrow



- ▶ The University of North Carolina's blue print for future planning — **UNC Tomorrow** — identifies “global readiness” as a key priority

Mission

- ▶ Promoting global competence among North Carolina's current and future leaders
 - Building relationships around the world
 - Convening policy and practice leaders
 - Delivering expertise and knowledge

Laying the ground work: 2008

▶ Global Leaders to Mexico

- Understand another country
- Build international economic and education ties

▶ Formation of Global Engagement Executive Committee

- Commerce
- Agriculture
- Higher Education
- County Commissioners
- Rural Economic development Center
- Secretary of State

Global Engagement Summit 2009

- ▶ Recommendation: Government, business and education leaders develop the nation's first state-level strategic plan for global engagement (March 2009)



Engaging North Carolina to
Engage the World

N.C. General Assembly



- NC legislative **International Business and Trade Caucus**
- Joint Select Committee on **Global Engagement**
- Joint Legislative Economic Development and **Global Engagement Oversight Committee**

Increasing NC's global engagement



Global Leaders to China: 2011



- ▶ 17 North Carolina delegates to China
- ▶ November 2011
- ▶ Led by Center for International Understanding

Legislative delegates

Senators

- ▶ Sen. Harry Brown
- ▶ Sen. Pete Brunstetter
- ▶ Sen. Eric Mansfield
- ▶ Sen. Bill Rabon
- ▶ Sen. Michael Walters

Representatives

- ▶ Rep. Ken Goodman
- ▶ Rep. Susi Hamilton
- ▶ Rep. Bill McGee
- ▶ Rep. Sarah Stevens

Understand China's emergence



China buys N.C. goods



- ▶ China is N.C.'s 2nd largest export market
- ▶ \$2.2 billion in N.C. goods went to China in 2010
- ▶ 14% of N.C.'s agricultural exports got to China

Beijing



- ▶ Capital City
- ▶ Seat of Government
- ▶ 19.6 million people
- ▶ Education plays major role in economic development

Shanghai



- ▶ Major financial center
- ▶ Shopping hub
- ▶ 23 million people
- ▶ Yangshan Port: world's 2nd largest container port

Shenzhen

- ▶ High-tech metropolis
- ▶ 30 years ago a fishing village
- ▶ China's first Special Economic Zone
- ▶ Test case for market reform policies



N.C. does business in China



- Presence in China provides gateway to Asian Pacific markets
- 13-hour time difference means around the clock development

“By investing in China, SAS is increasing its competitive advantage and is securing its long-term growth plans in North Carolina.”

Thomas Spiller, SAS
(2010)

Powerful experience

- ▶ *“Our group truly did not realize the stake North Carolina has in China. Sometimes you have to see it with your own eyes.”*

- Delegate, Global Leaders to China: 2011



Overarching theme

- ▶ North Carolina should find ways to maximize the opportunities and address the challenges that China represents for the state's economic growth.

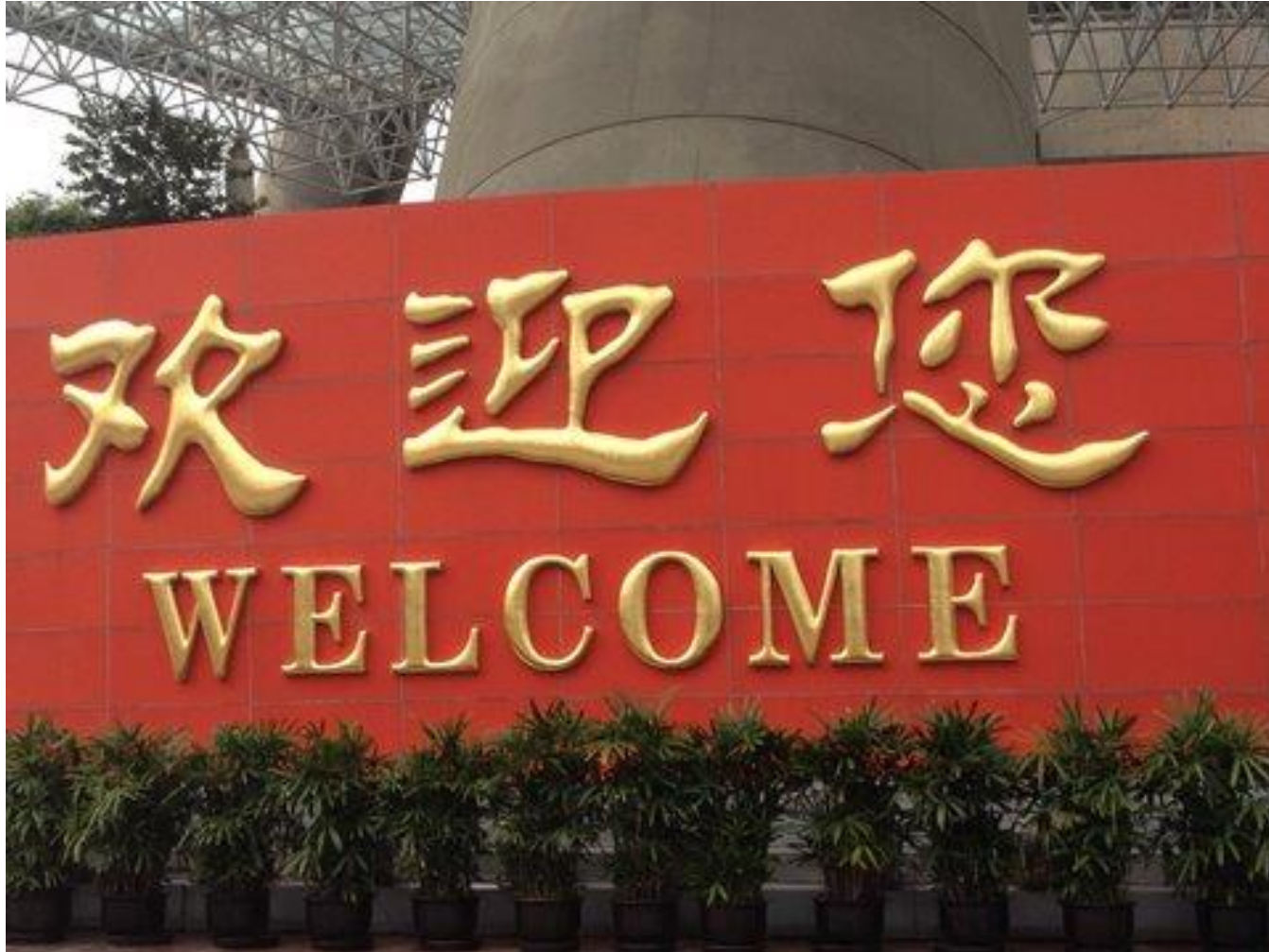


Strategies

- ▶ Increase exports to China
- ▶ Increase Chinese investment in N.C.
- ▶ Coordinate state efforts to engage China



Opportunities



Next Steps

- ▶ Building on past efforts:
 - The State of North Carolina should become the first state in the nation to develop a state-level strategic plan for global engagement.

Center for International Understanding

- ▶ Solving challenges by:
 - building essential relationships
 - convening industry groups
 - delivering expertise and knowledge



Conclusion

► Way Forward:

- Commit to a coordinated global strategy for North Carolina
- Establish goals and objectives

Global Engagement Committee: 2012

- ▶ Recommendation: Government, business and education leaders develop the nation's first state-level strategic plan for global engagement (March 2009)



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